

Building Trust in an Era of Confidence Crisis:

We're in a time of low public confidence in our institutions, including law enforcement. Yet the people who make up those institutions remain dedicated and are working hard to accomplish their mission. In a field where managing crisis communications occurs nearly every day, how do we build trust and bridges with an audience that is overwhelmed and sometimes downright angry? Are there barriers or structures in our institutions blocking what we need and want to accomplish? Can we better craft and push our message so our audience hears us? Come away from this session challenged but inspired to look both internally and externally at building connections that build trust.

Lynn Hightower, biography:

For nearly 13 years, Lynn served as Communications Director and Public Information Officer for the Boise Police Department, the largest police department in the state of Idaho. She provided message coordination, analyses, relationship-building and strategic public and media communications support for department programs and operations. Lynn managed department messaging during numerous major criminal investigations and during times of public questioning of department tactics, successfully maneuvering the messaging to provide information while building trust and confidence in officers. She directed daily media relations, public information and public outreach functions via traditional and social media and often acted as public spokesperson for the police department. She planned and coordinated events such as press conferences, department awards, citizen and employee recognition, and created and implemented department sponsored public education campaigns on safety issues including traffic safety, crime prevention and substance abuse. Lynn was a founding blogger for the International Association of Chiefs of Police (IACP) Center for Social Media. Lynn's blogs focused on content to create meaningful connections promoting public safety. She's instructed emergency response organizations nationwide in best practices in media relations and public communications and outreach.

Prior to joining Boise Police in 2003, Lynn spent 17 years in television as a news director and an award winning reporter, anchor and producer.

Lynn feels blessed to have lived in Boise since 1990. She and her husband, Don have three children. They enjoy all things outdoors including hiking, biking and horseback riding.